

Thought leadership content for a PLM services provider



Our client was a leading PLM & engineering services solutions provider

Business Challenges

The client had a very good presence in traditional PLM domains like automotive, aerospace, heavy engineering etc. To diversify their risk as well as to grow into new verticals, they chose to focus on the fashion/apparel domain. As they were new to this domain, they wanted to create a significant branding presence with thought leadership content like white papers.

Solution

Based on their current competencies and capabilities and the services that they planned to offer, we created a target market profile and looked at the key challenges that prospective clients were facing. We also did competitor research to understand the areas that others were focusing on, in the domain

- Based on content themes, we created several white papers
- As a means to quickly engage, we suggested creation of a consulting offering
- We also pitched article ideas to relevant trade publications

Benefits

- Client got to use 3 white papers and 8 media planted articles apart from custom presentation content, which was used to leverage across its marketing automation channels
- Increased branding and presence in relevant forums/communities, where the buyers mingle

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White papers and thought leadership articles put us directly in front of the target audience and warmed up the relationships for our sales teams

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Practice Head,
Apparel/Retail

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About Xenia Consulting

Xenia Consulting is a professional digital marketing agency that leverages inbound marketing to deliver business leads for you. We do this by generating meaningful and relevant content and then driving it effectively to influence your prospects, using a mix of social and digital channels. We offer a range of services managing marketing campaigns, graphic design, social media marketing and writing professional content to meet your varied needs.

